

## **SHARING OF AVP(NSW) REGISTRAR EXPERIENCE**

- Word of mouth promotion by past participants is the most productive form of promotion by far
- Promote the awareness of AVP and have the contact and workshop structure available for enquirers rather than a 'hard sell'. Be prepared and available to talk about AVP to enquirers
- Timely follow-through patiently and gently with contacts rather than 'having to get a workshop together'. Work with the principle 'people will come to workshops when the time is right for them if they are reminded at the right time'
- Following the principle of 'We are all volunteers' there is no cancellation fee or penalty, no hard sell, no pressure to come to workshops and free substitute workshops for those who are unable to attend or complete a full workshop
- Encourage word of mouth referral at the end of each workshop in the "Where to From Here" section with a "Where to From Here" handout and poster
- Have a long-term phone number and post box address. These could be moved from one registrar to another registrar
- Invaluable to have a long-term registrar
- Have phone book entry for AVP in both the white pages and the yellow pages. The AVP yellow pages entry is in the Training and Development section
- Have a promotion pamphlet and registrar form with list of workshops. AVP(NSW) pamphlets give the contact details of local NSW community groups contact details and list of workshops. These are available to be sent to enquirers and to be handed out at promotion activities, workshops etc. Multiple copies of the pamphlets are left with interested groups eg. Quaker Meeting House
- Have an annual schedule of workshop dates prepared the previous year if possible. (Currently the AVP-Sydney schedule plans 2 basic and 1 advanced workshop each of the four school terms plus a T4F and role play workshops each six months. (This facilitator training is not publicly promoted)
- Fax ready package of information for enquirers
- Maintain list of people who have expressed interest in AVP workshops for themselves or for clients and follow this up at appropriate intervals
- Large scale mailouts to all people on the annual mailout has not been needed for several years
- Having a monthly support group. The AVP-Sydney First Friday Gathering attracts some of the strongest local AVP advocates. All workshop graduates are invited to attend and invited to join an egroup to keep in touch with AVP.

- AVP web site (being planned) will be for promotion. As will the web site links to appropriate organisations
- Seeking and taking the opportunity to present mini workshops at conference and conference information days
- Develop a profile awareness with teachers, counsellors, medical and community centres. Counsellors, Relationship Australia, help lines like Life Line and the Men's Phone Line are increasingly referring clients who want to manage anger issues
- HIPP and Transforming Conflict teachers and students are often attracted to AVP to further their personal development and/or professional training

Malcolm Smith  
AVP-NSW-Sydney Registrar  
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